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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/837,497	04/18/2001	Hongyi Zhou	EGS10131US	7892
30781	7590	04/17/2007	EXAMINER	
PHILIP K. YU 20955 PATHFINDER ROAD SUITE 100 DIAMOND BAR, CA 91765			DADA, BEEMNET W	
			ART UNIT	PAPER NUMBER
			2135	
SHORTENED STATUTORY PERIOD OF RESPONSE		MAIL DATE	DELIVERY MODE	
3 MONTHS		04/17/2007	PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	09/837,497	ZHOU, HONGYI
	<b>Examiner</b>	<b>Art Unit</b>
	Beemnet W. Dada	2135

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 19 March 2007.
- 2a) This action is FINAL.                  2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-12 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-12 is/are rejected.
- 7) Claim(s) 8 is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                     | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date: _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date: _____   | 6) <input type="checkbox"/> Other: _____                          |

### **DETAILED ACTION**

1. This office action is in reply to an amendment filed on May 11, 2005 and March 19, 2007. Claim 10 has been amended. Claims 1-12 are pending.

#### ***Response to Arguments***

2. Applicant's arguments, filed May 11, 2005, with respect to 35 USC 112 rejection of claim 10 have been fully considered and are persuasive. The rejection of claim 10 under 35 USC 112 has been withdrawn in view of the amendment to the claim.

3. Applicant's arguments, filed May 11, 2005, with respect to objections to the drawings and specifications have been fully considered and are persuasive. The objection to the drawings and specification has been withdrawn in view of the amendment to the drawings and specification.

4. Applicant's arguments filed with respect to objections to claim 8 have been fully considered but they are not persuasive. The submitted amendment to claim 8 does not show any changes to the claim and examiner can't find any amendment in claim 8 and the claim remains objected.

5. Applicant's arguments filed with respect to rejections of claims 1-12 under 35 USC 103(a) have been fully considered but they are not persuasive. Applicant argued that the reference are published in 2002 or 2003, which is after the filing date of April 18, 2001 of the present application. Applicant further argued that, since the references has not been published or become known to the public, they cannot constitute prior art to the present invention under section 103(a). Examiner disagrees.

6. Examiner would point out that the prior art on record, Hertzog (US2003/0069874 A1) has a filing date of May 05, 2000 and Celik (US 6,374,259 B1) has a filing date of Dec. 30, 1998 and therefore, the references constitute prior art to the present invention.

7. Applicant further argued that the Hertzog does not teach transmitting an authorization code with the selected web card information to other users as defined in claim 1 and 6 and Celik does not disclose the features of privacy control system of the present invention as defined in claims 1 and 6. Examiner disagrees.

8. In response to applicant's arguments against the references individually, one cannot show nonobviousness by attacking references individually where the rejections are based on combinations of references. See *In re Keller*, 642 F.2d 413, 208 USPQ 871 (CCPA 1981); *In re Merck & Co.*, 800 F.2d 1091, 231 USPQ 375 (Fed. Cir. 1986). Examiner would point out that Hertzog teaches determining privacy control levels of the web card information of the individual user as selected by the individual user (paragraph 73) and Celik discloses a means of personal information management with privacy control (abstract) including transmitting an authorization code to others with the web card information (unique identifier (col 4, lines 9-19)). Examiner would point out that the art on record teaches the claim limitations and therefore the rejections is respectfully maintained.

#### *Claim Objections*

9. Claim 8 is objected to because of the following informalities: improper grammar on lines 1-2 of claim 8, "will looks through the table". Appropriate correction is required.

***Claim Rejections - 35 USC § 103***

10. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

11. Claims 1-6, 9 and 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hertzog et al (hereinafter Hertzog), US Publication 2003/0069874, in view of Celik, US Patent 6,374,259.

12. As per claims 1 and 6, Hertzog discloses a means of controlling privacy in a personal web card system (abstract) comprising:

- a) storing a set of web card information of each individual user of the web card system (paragraph 70);
- b) determining privacy control levels of the web card information of the individual user as selected by the individual user (paragraph 73);
- c) transmitting, at the registration user's initiation, selected web card information of a particular privacy control level to other users (paragraph 74);
- d) storing a table of authorized names of the other users for each level of privacy control (paragraphs 88 and 92);
- e) looking through the table of authorized users' names when any of the other users conducts a search (category tables fig 25 and paragraph 176);
- f) means for generating a corresponding web card of the individual user to the other user

once the authorization is confirmed (virtual card, paragraphs 176177).

Hertzog does not explicitly teach transmitting an authorization code with the selected web card information to other users. Celik discloses a means of personal information management with privacy control (abstract) including transmitting an authorization code to others with the web card information (unique identifier (col 4, lines 9-19).

Both Celik and Hertzog disclose a means of information management with privacy control. It would have been obvious to one of ordinary skill in the art at the time of applicant's invention to combine the authorization code of Celik within the system of Hertzog because it would have increased security by only allowing those with correct authorization codes to view personal data.

13. As per claim 2, Hertzog-Celik discloses the claimed limitations as described above 9see claim 1). Hertzog further discloses wherein means for storing the web card information is part of said database (paragraph 77).

14. As per claim 3, Hertzog-Celik discloses the claimed limitations as described above (see claim1). Hertzog further discloses wherein means for storing a table of authorized names is part of said database (paragraph 77).

15. As per claim 4, Hertzog-Celik discloses the claimed limitations as described above (see claim 1). Hertzog further discloses wherein said means of determining privacy control levels and means for looking through the table of authorized user names forms portions of a privacy control unit (client services module, paragraph 176).

16. As per claim 5, Hertzog-Celik discloses the claimed limitations as described above (see claim 1). Hertzog further discloses wherein means for transmitting selected web card information and means for generating a corresponding web card are part of said search engine (paragraph 110-111).

17. As per claim 9, Hertzog-Celik discloses the claimed limitations as described above (see claim 6). Hertzog further discloses at least three versions of web cards corresponding to at least three levels of privacy control of issuance of the web cards (subsets of the information fields as constituting respective virtual cards, paragraphs 72-78).

18. As per claim 12, Hertzog-Celik discloses the claimed limitations as described above (see claim 6). Hertzog further discloses the web card system will transmit from time to time all personal information to other selected and designated users of such information, respectively, in accordance with the authorization given to these users (synchronization, paragraphs 52-53 and 82).

19. Claims 7-8 and 10-11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hertzog et al (hereinafter Hertzog), US Publication 2003/0069874, in view of Celik, US Patent 6,374,259, and further in view of McCulligh, US Patent 6,643,784.

20. As per claim 7, Hertzog-Celik discloses the claimed limitations as described above (see claim 6). As for wherein said search server includes a privacy control unit, that determines the status of a searcher who submits a search query, Hertzog discloses registered and unregistered users (paragraphs 101-102) and therefore such a determination of the status of a searcher is

inherent to Herzog. As for automatically giving the searcher a security code if the searcher is determined as a first time searching a predetermined registered user, Herzog discloses registered and unregistered users wherein registered users must submit a username and password for authentication (paragraph 62) Such automatic generation of a security code (password) during user registration or initial user of an application is well known in the art, as suggested by McCulligh (col 5 ln 36-50).

Both McCulligh and Herzog-Celik disclose a means of using accessing an application through use of a username and password. It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to combine the automatic generation of McCulligh within the Herzog-Celik combination because it would have increased convenience of the user by such automation of steps. Furthermore, such system generated passwords are well known in the art to be more secure than user entered passwords.

21. As per claim 8, Herzog-Celik discloses the claimed limitations as described above (see claim 7). Herzog further discloses wherein said privacy control unit will look through the table of authorized user's names to device which level of privacy control is given to the searcher, and then he server will generate a corresponding web card to the searcher (paragraphs 176-177).

22. As per claim 10, Herzog-Celik discloses the claimed limitations as described above (see claim 7). As for the three version cards being simplified version card for unknown searchers or searchers given limited authorization, and a regular version card for regular social and working contacts, and a detailed version card for family and close friends, Herzog discloses different version cards for different privacy levels as chosen by a user (paragraph 72) and therefore such version cards.

23. As per claim 11, Hertzog-Celik discloses the claimed limitations as described above (see claim 7). As for a fourth version web card for emergency information including at least health, medical, insurance, and legal matters, Hertzog discloses publishing personal information. Emergency information including at least health, medical, insurance, and legal matters are well known in the art to be a type of personal information. As for a fourth version web card, Hertzog discloses means of creating different version web cards based on different information chosen by the user. One of ordinary skill in the art at the time of the applicant's invention would have recognized such a fourth version web card through the Hertzog-Celik combination.

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

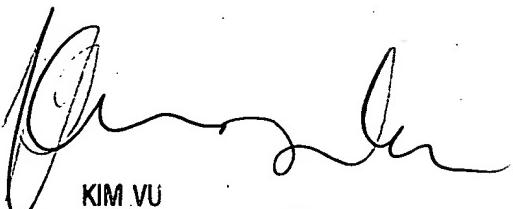
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Beemnet W. Dada whose telephone number is (571) 272-3847. The examiner can normally be reached on Monday - Friday (9:00 am - 5:30 pm).

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kim Y. Vu can be reached on (571) 272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Beemnet W Dada

April 15, 2007



KIM VU  
SUPERVISORY PATENT EXAMINER  
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